



- Logo
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A black and white photograph showing three people from behind, walking through a desert landscape with mountains in the background. The person on the left is wearing a backpack with visible patches. The person in the middle has a tattoo on their back. The person on the right is wearing a dark t-shirt.

Brand Identity Guidelines





COLOR

Logo

Logo

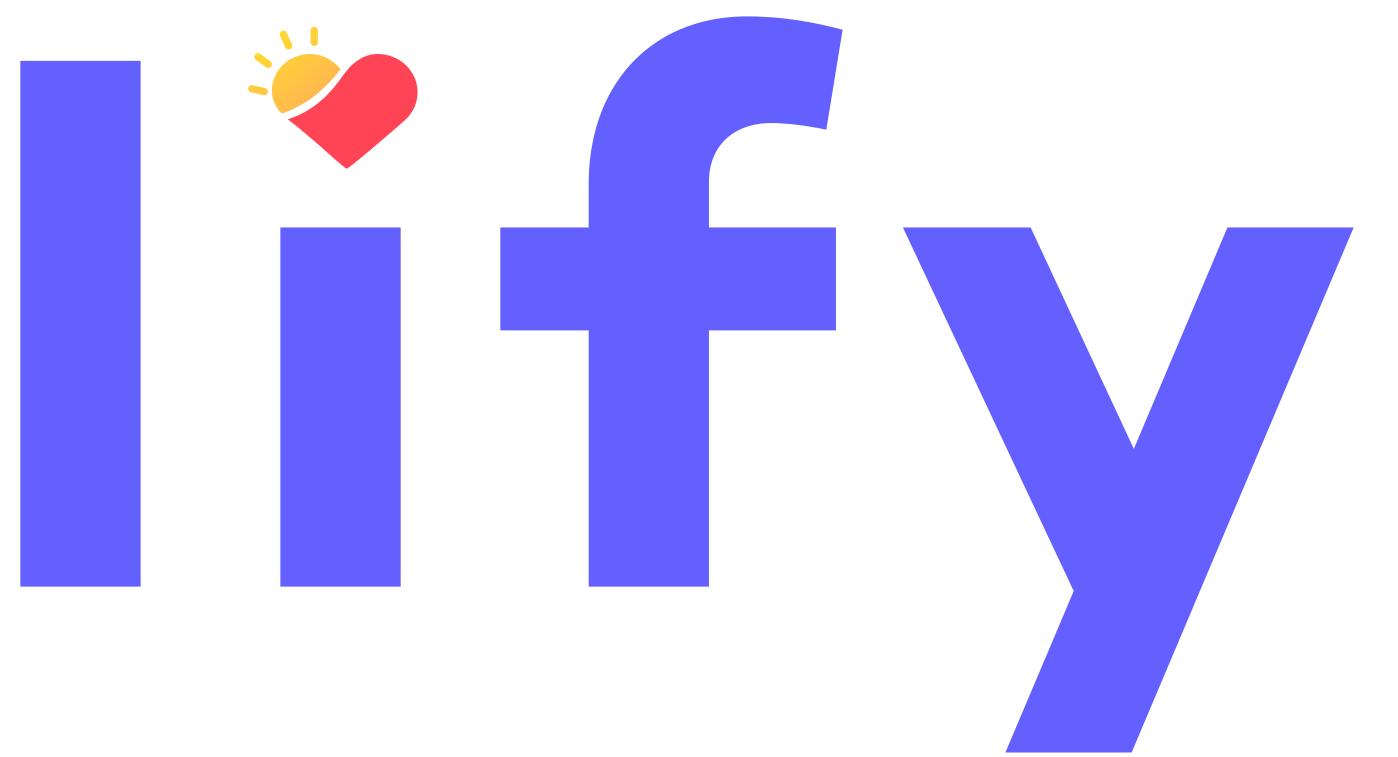
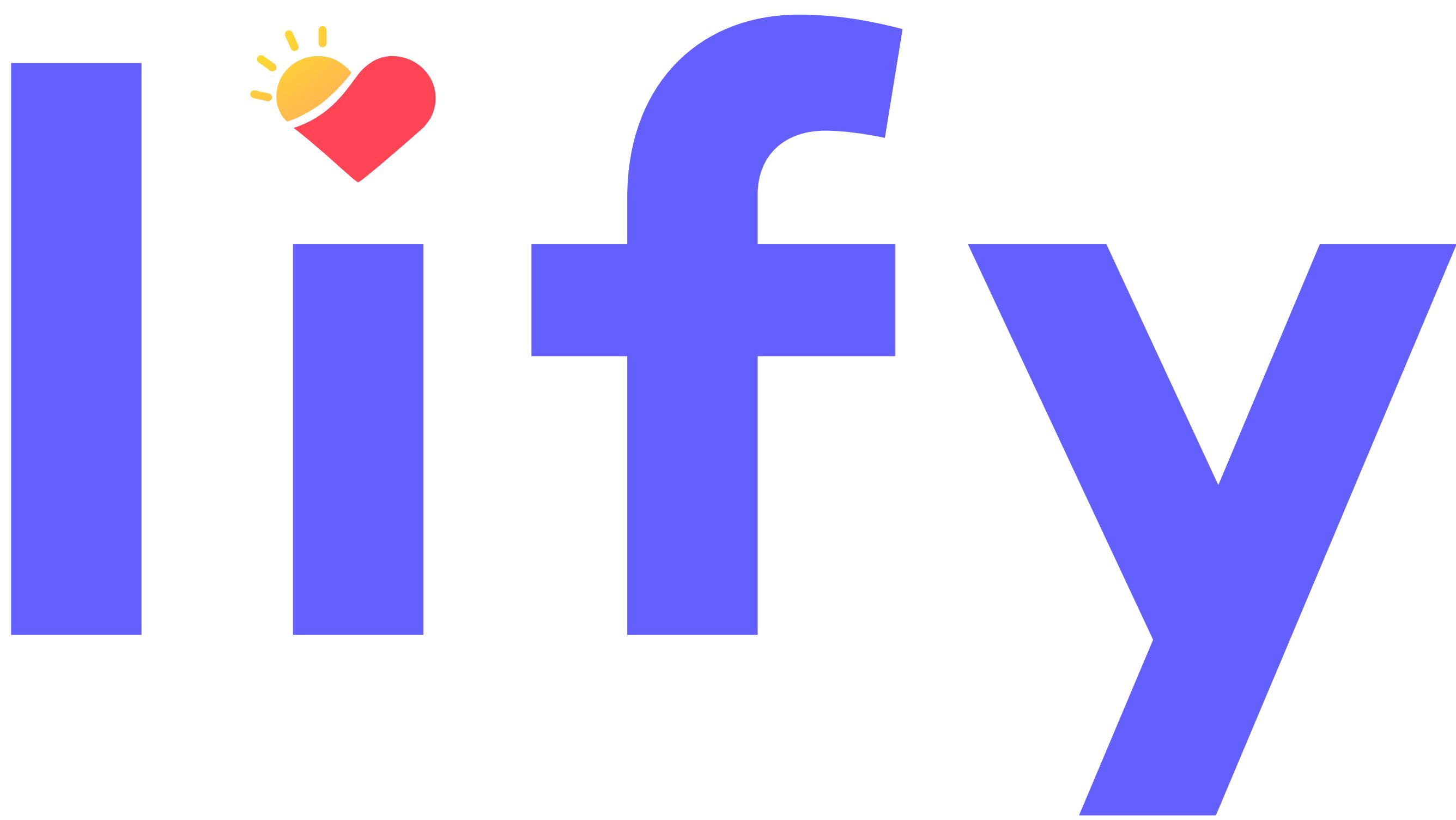
app icon

Colors

Typography

Images

Tone of Voice





Black

Logo

Logo

app icon

Colors

Typography

Images

Tone of Voice



l[!]ify

l[!]ify



White - color

Logo

Logo

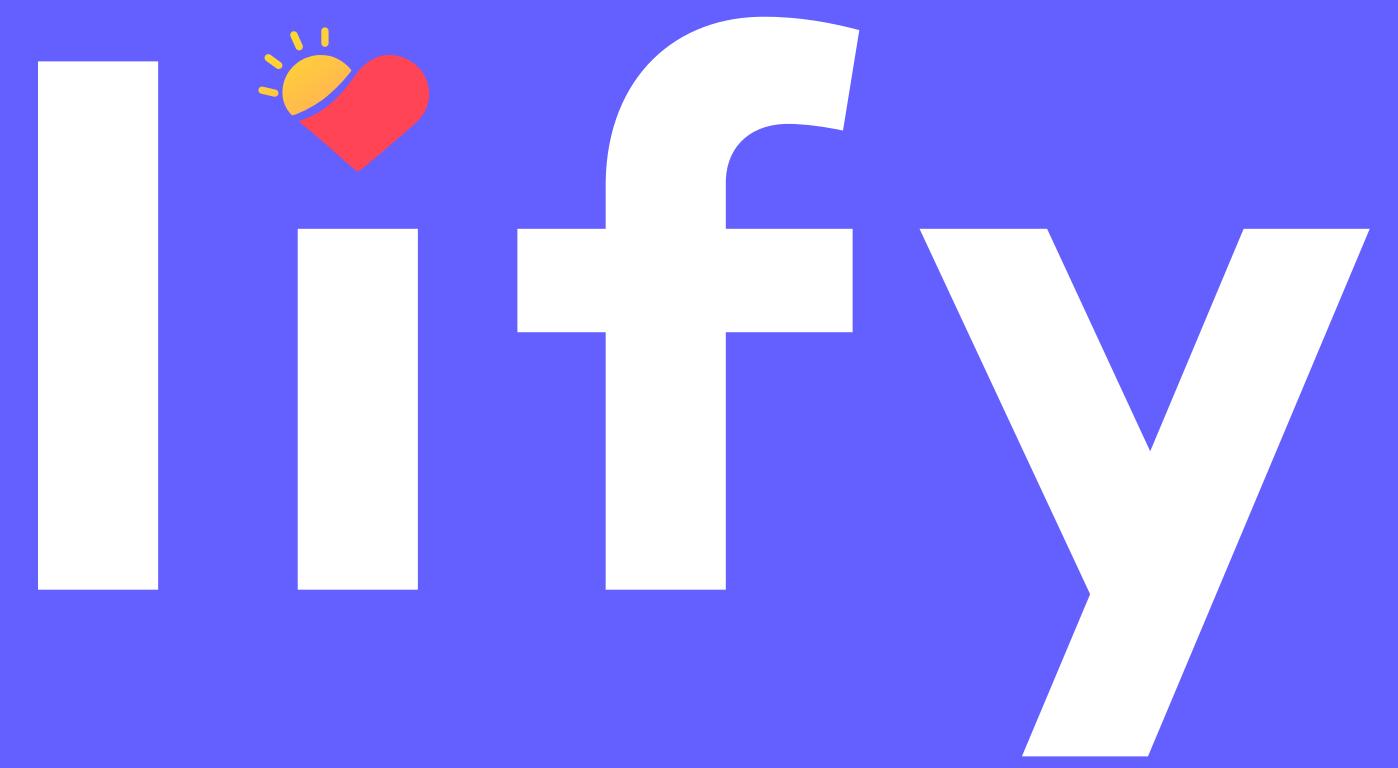
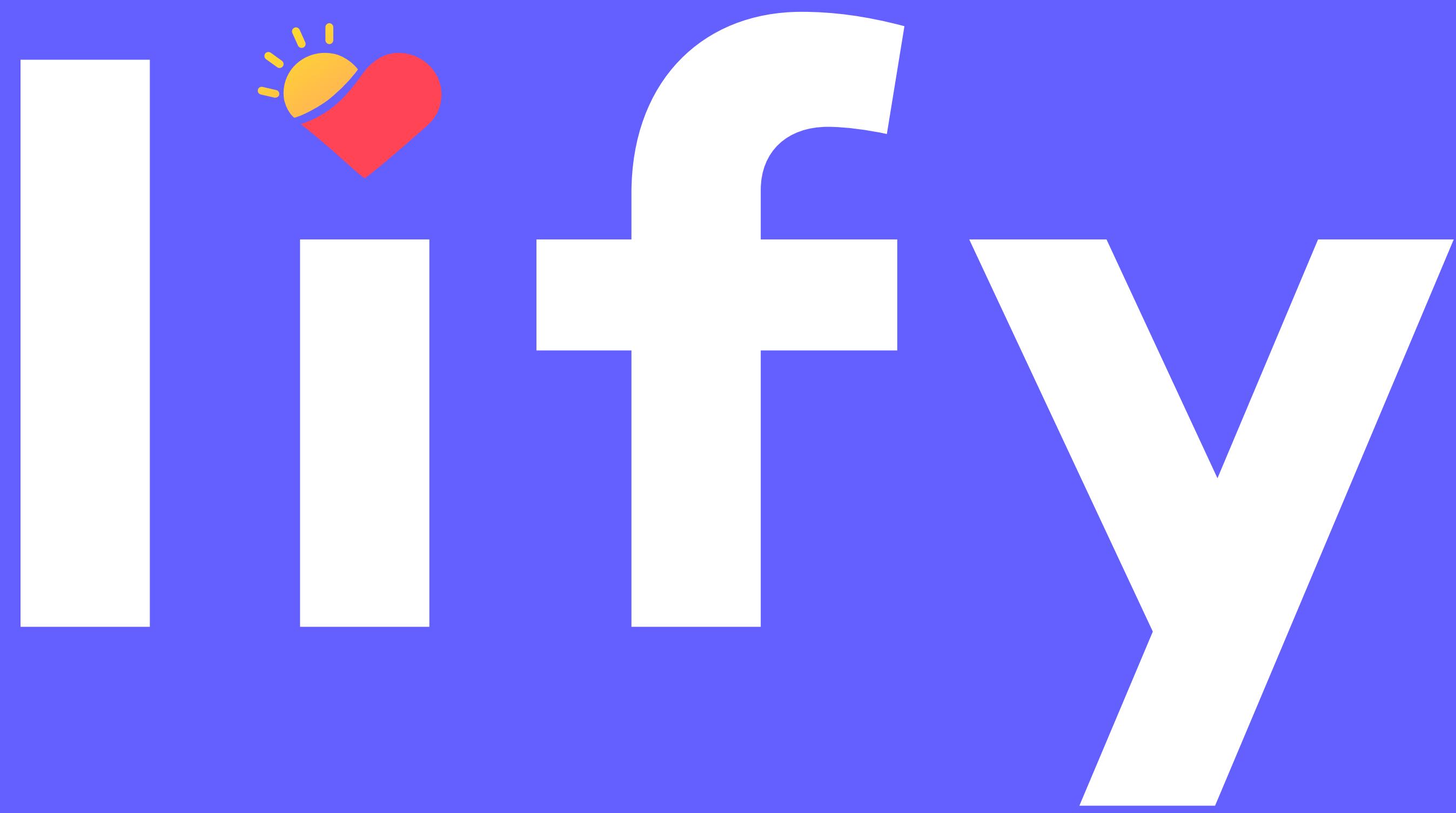
app icon

Colors

Typography

Images

Tone of Voice





White

Logo

Logo

app icon

Colors

Typography

Images

Tone of Voice



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App icon

Logo

app icon

Colors

Typography

Images

Tone of Voice





COLORS

Solid Colors

Primary Colors

Logo

app icon

Colors

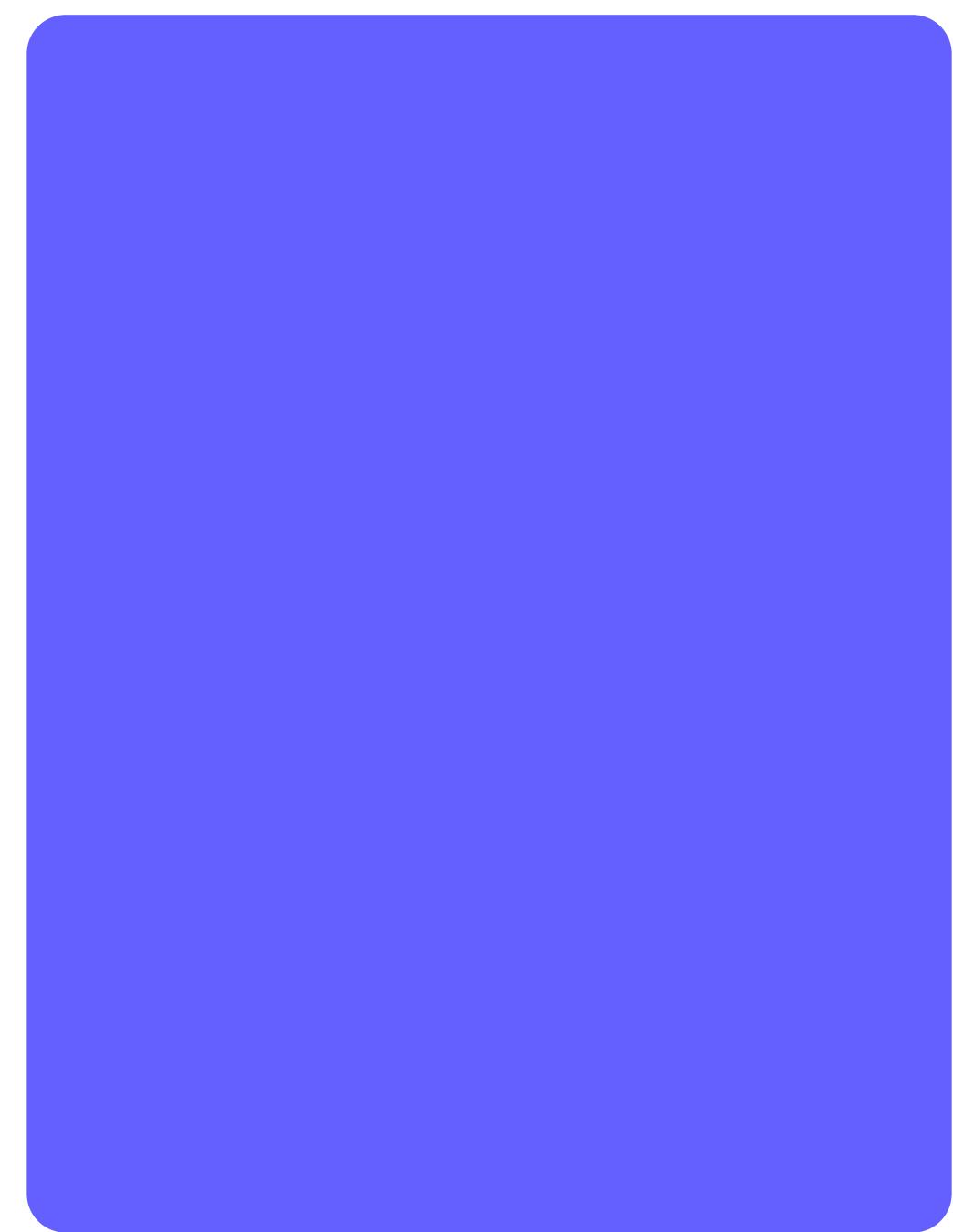
Solid colors

Gradients

Typography

Images

Tone of Voice



#645FFF

RGB (100, 95, 255)



#FF4455

RGB (255, 68, 85)



#FED732

RGB (254, 215, 50)



#32305C

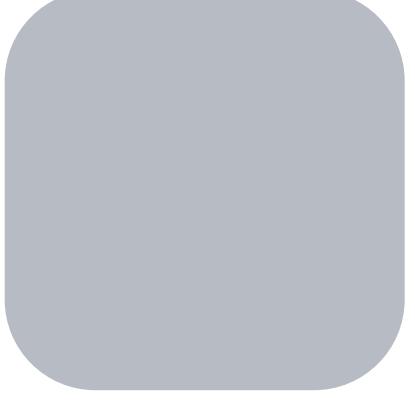
RGB (50, 48, 92)

Secondary Colors



#FA6A89

RGB (250, 106, 137)



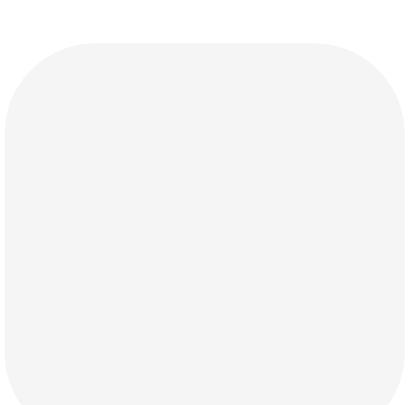
#B6BBC4

RGB (182, 187, 196)



#FFBA4D

RGB (255, 186, 77)



#F5F5F5

RGB (245, 245, 245)



COLORS

Gradients

Logo

app icon

Colors

Solid colors

Gradients

Typography

Images

Tone of Voice



#FF4455

RGB (255, 68, 85)

#FA6A89

RGB(250, 106, 137)

#FFBA4D

RGB (254, 215, 77)

#FED732

RGB (254, 215, 50)



COLORS

Typographic Style

Logo

app icon

Colors

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Tone of Voice

CAMPTON BOLD FOR HEADINGS

**AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz1
xYyZz123456789!@#\$%**

PROXIMA NOVA FOR BODY TEXTS

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz1
23456789!@#\$%

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz1
23456789!@#\$%

BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut turpis mauris, iaculis quis iaculis id, tempus a felis. Nullam suscipit nulla ac condimentum lacinia. Phasellus non nulla vel lectus varius maximus. Quisque mollis justo turpis, vitae consequat risus varius eu. Maecenas dapibus metus erat, sit amet malesuada urna molestie at. In vel sem orci. Pellentesque nisl sem, congue ac tellus vel, faucibus vestibulum urna. Nullam ullamcorper fringilla sem. Aliquam posuere, sem non lacinia dictum, metus magna porttitor purus, eu cursus felis massa sed eros. Donec efficitur tempor pretium.



Images

The images have to represent “life”
people enjoy living in a healthy and happy way.

Logo

app icon

Colors

Typography

Images

Tone of Voice



Black and white with a filter
color: 645FFF 20% Lighten



Color with a filter
color: 645FFF 20% Lighten